

Compact, fully equipped, easy to operate . . . with superb taste in color . . . she's called the IVC-200. She is our teleproduction color camera . . . available today at one-third the price of comparable cameras. Based on IVC's unique new camera technology, IVC-200 has ALL the operating features a broadcaster needs for studio and location production.

BRIGHT, 9" VIEWFINDER with built-in, extendable hood for outdoor operation; VAROTAL XX, 10:1 ZOOM LENS with local or remote servo-driven iris; 3-STEP GAMMA CORRECTION (0.5, 0.65, 1.0) for natural gray scale rendition in any light level; FULL

SHADING CORRECTION for complete compensation of color-shading effects; BUILT-IN FILTER WHEEL, operable from camera exterior, provides selection of neutral density and/or color correction filters; NEGATIVE REGISTRATION FEATURE allows sensitive, accurate and rapid color image alignment on viewfinder monitor; RGB SEQUENCER OPTION for convenient signal amplitude adjustment via waveform monitor display.

Other IVC-200 features include: totally solid-state design with low-noise FET preamps (3 special vidicons and viewfinder CRT are ONLY tubes in

camera); compatibility with popular image enhancers; high-visibility camera tally light; multiple outputs for picture and waveform monitors.

Take a look at our new beauty soon. She's the leading lady in IVC's Color Camera Carousel. Turn the page for the complete line.



**We're
introducing
our
new studio
model.**



IVC color camera carousel.

1.

IVC-200

Fully equipped camera for multiple-camera studio and location production. Price ranges from \$19,000 to \$25,000, depending on options.

2.

IVC-120

General purpose camera for small-to-medium sized broadcasters—or single-camera fixed installations such as weather and news stations. Priced at \$18,500.

3.

IVC-110/111

Film chain cameras for use in either IVC Film Chain or chains of other makes. IVC-110: a basic, fixed-lens camera priced at \$12,500. IVC-111: a convertible film chain/studio camera with fixed and 6:1 zoom lens, priced at \$14,600.

4.

IVC-100

Self-contained camera with built-in color encoder and sync generator. A single output cable provides NTSC encoded signals. Used in CATV origination (cablecasting) and broadcast preview. Priced at \$14,000.

5.

Unretouched, off-the-monitor photos demonstrate excellent color quality and sensitivity of 3-vidicon design used in ALL IVC cameras.

For a demonstration of the IVC-100, 120 or 200 color cameras, contact the IVC office nearest you.



5.



fashions by Joseph Magnin



IVC

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